

Message Text

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15

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /015 W
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R 140839Z JUN 74

FM AMEMBASSY SINGAPORE

TO USDOC WASHDC

INFO SECSTATE WASHDC 0765

AMEMBASSY BANGKOK

AMEMBASSY JAKARTA

AMEMBASSY KUALA LUMPUR

AMEMBASSY MANILA

AMCONSUL HONG KONG

UNCLAS SINGAPORE 2615

E.O. 11652: N/A

TAGS: BEXP, SN, TH, HK, ID, MY, RP

SUBJ: MARKET RESEARCH - BID REQUEST: AUTOMOTIVE MAINTENANCE
AND SERVICING EQUIPMENT - SINGAPORE.

REF: STATE 113680

USDOC FOR BIC/OIM/MRD

1. POST SOLICITED BID PROPOSALS ON SUBJECT MARKET
RESEARCH FROM FOUR SINGAPORE BASED CONSULTANTS.

2. BIDS WERE RECEIVED FROM THREE FIRMS:

A) ASI MARKET RESEARCH PTE. LTD. SUBMITTED A
PROPOSAL FOR S\$9,000 OR US\$3,750. ASI'S PROPOSAL
ENTAILS NOT LESS THAN 60 INTERVIEWS WITH MAJOR
AGENTS AND COMMERCIAL AND GOVERNMENT END-USERS.
ASI HAS SUBMITTED SEVERAL PROPOSALS FOR PREVIOUS
STUDIES, HOWEVER, HAVE NOT RECEIVED ANY CONTRACT
AWARDS. ASI, FORMERLY FERRO PROBE, IS AMERICAN
MARKETING RESEARCH COMPANY WITH OFFICES THROUGHOUT
ASIA. THEIR TECHNICAL QUALIFICATIONS AND EXPERIENCE
VERY HIGH.

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B) SGV-GOH TAN PTE. LTD. SUBMITTED BID FOR
S\$10,000. THEY ENVISION THAT IT WILL BE NECESSARY
TO CONDUCT 30 INTERVIEWS AMONG PRIVATE AND PAVLIC
SECTORS. SGV-GOH HAS EXCELLENT QUALIFICATIONS. THEY
HAVE HIGH REPUTATION THROUGHOUT SOUTHEAST ASIA.

C) P.A. MANAGEMENT SUBMITTED BID FOR S\$9,000
OR APPROX. US\$3,700. P.A. MANAGEMENT WILL CONDUCT
APPROXIMATELY 35 PERSONAL INTERVIEWS SUPPLEMENTED
BY 65 TELEPHONE INTERVIEWS. PA HAS CARRIED OUT
SEVERAL RESEARCH PROJECTS FOR EMBASSY. WE HAVE FOUND
THEM TO BE COMPETENT, THOROUGH AND RELIABLE FROM THEIR
PASTPERFORMANCES.

2. EMBASSY SUGGESTS CONTACT BE AWARDED IN LOCAL
CURRENCY, I.E. SINGAPORE DOLLARS. US DOLLAR NOW
FLOATING ON SINGAPORE MARKET. PRESENT EXCHANGE RATE
IS US\$1.00 EQUALS S\$2.43. HOWEVER, EMBASSY SUGGESTS
COMMERCE USE US\$1.00 EQUALS S\$2.40 AS BASIS FOR EXCHANGE
RATE.

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EMBASSY POUCHED COPIES OF BID PROPOSALS JUNE QR
TO BIC/OIM/MRD-CODE 216.

4. EMBASSY RECOMMENDS CONTRACT BE AWARDED
ASI. ASI IS ONLY AMERICAN FIRM TO SUBMIT PROPOSAL.
THEIR PRICES AND NUMBER OF INTERVIEWS ARE COMPETITIVE
WITH OTHER TWO PROPOSALS. ASI VERY ANXIOUS TO DO
USG MARKET RESEARCH. POST FEELS THEY ARE COMPETENT,
EXPERIENCED FIRM AND WILL PREPARE EXCELLENT STUDY.
GRANT

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Message Attributes

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Disposition Event:
Disposition History: n/a
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